



USDA Weekly Retail Turkey Feature Activity

Fri. Feb 10, 2006

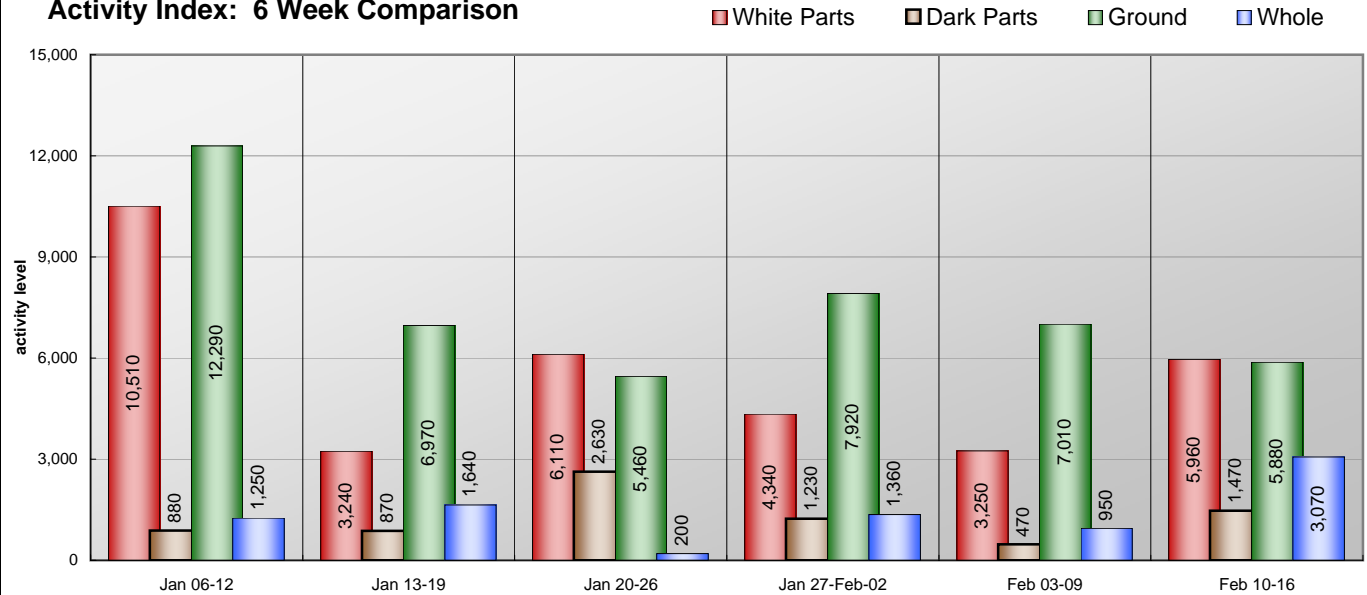
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/10 thru 02/16.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	49.3% of 17,000 outlets		36.5% of 16,700 outlets	
Special Rate 4/	4.5%		11.9%	
Activity Index 2/	16,380		11,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	320	1.34	590	1.15
" - Toms	320	1.34		
Frozen - Hens	1,190	0.99	200	0.79
" - Toms	1,240	1.00	160	0.73
PARTS:				
Breast:				
Bone-in, whole				
Fresh	1,570	1.74	660	1.79
Frozen	790	1.39	320	1.31
Hotel Style				
Fresh			70	1.36
Frozen				
Split, bone-in				
Fresh			20	2.19
Rotisserie (24 oz)	1,340	6.61	210	6.84
Boneless, whole				
Cutlets	920	3.96	1,230	4.24
Strips	550	3.99	40	3.19
Tenders	790	3.92	700	3.94
Drumsticks				
Thighs	340	1.42		
Wings	310	1.51		
Necks	340	1.42		
Smoked Drumsticks	30	1.39	230	1.54
Smoked Wings	110	1.49	200	1.55
Smoked Necks			40	1.39
GROUND TURKEY:				
Patties	5,880	2.61	7,010	2.76
Sausage	810	2.56	400	2.45
85% lean	1,230	2.42	1,920	2.57
93% lean	440	1.25	590	1.66
Breast	2,120	2.20	2,200	2.24
	1,280	3.99	1,900	3.95

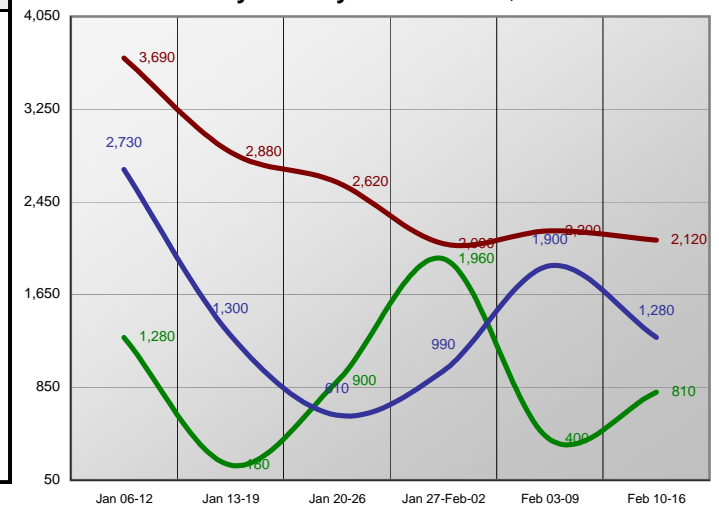
Activity Index: 6 Week Comparison



Turkey Featuring - 02/10 thru 02/16

Retail feature activity for turkey is up this week and fairly evenly divided between the different categories. Nearly half of all stores sampled are conducting turkey features. Fresh and frozen whole bird features are making their strongest showing since December at some of the highest average price levels recorded. Breast cuts are being actively featured led by fresh whole breasts and split breast in the deli at mostly steady price levels. Ground turkey products, although featured less actively then last week leading up to the Super Bowl, continue to enjoy ad space though at slightly lower average price levels. Although ad space is dominated by beef steaks, shell fish, and roses in advance of Valentine's Day, turkey has managed to hold its own at the retail counter.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	62.4% of 7,900 sampled outlets 9.5% of stores w/ no-price promotions Activity Index = 9,860			40.1% of 5,200 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 3,300			34.6% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,220		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29 - 1.39	320 1.34							
" - Toms	1.29 - 1.39	320 1.34							
Frozen - Hens	0.79 - 1.29	910 1.01		0.69 - 0.99	260 0.93		0.79	20 0.79	
" - Toms	0.79 - 1.29	910 1.01		0.69 - 1.19	310 1.01		0.79	20 0.79	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.79 - 1.99	1,430 1.74		1.59 - 1.99	140 1.72				
Frozen	0.79 - 1.69	520 1.51		0.89 - 1.19	270 1.16				
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	1,030 6.76		3.99 - 4.99	170 4.85		7.49 - 7.99	140 7.66	
Boneless, whole									
Cutlets	3.49 - 3.99	370 3.92		3.99	50 3.99		3.99	500 3.99	
Strips				3.99	50 3.99		3.99	500 3.99	
Tenders	3.69 - 3.99	240 3.75		3.99	50 3.99		3.99	500 3.99	
Drumsticks	1.29 - 1.49	270 1.44		1.09 - 1.49	70 1.34				
Thighs	1.49 - 1.59	270 1.51		1.49	40 1.49				
Wings	1.29 - 1.49	270 1.44		1.09 - 1.49	70 1.34				
Necks	1.29 - 1.49	270 1.44		1.09 - 1.49	70 1.34				
Smoked Drumsticks	1.39	30 1.39							
Smoked Wings	1.49	110 1.49							
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.00	120 2.65		2.50 - 2.99	410 2.57		2.50	280 2.50	
Sausage	1.99 - 2.50	920 2.28		2.49 - 2.86	220 2.61		3.42	90 3.42	
85% lean	1.29 - 2.49	60 2.02		0.83 - 1.79	340 1.13		1.10	40 1.10	
93% lean	1.99 - 2.80	1,110 2.23		1.59 - 2.99	550 1.98		2.39 - 2.40	460 2.40	
Breast	3.99	380 3.99		3.99	230 3.99		3.99	670 3.99	

Note: See page 1 for explanatory notes.